



Massachusetts Job Access Transportation Demonstration Opportunity

Facilitating mobility strategies and activities to benefit job seekers

Demonstration Funding Opportunity

Application deadline: Friday, May 25, 2012

The Community Transportation Association of America's Joblinks Employment Transportation Center (www.solutionstogetthere.org) is soliciting proposals for a short-term demonstration project to enhance transportation information and services for Massachusetts' One-Stop Career Center customers.

This is an opportunity for teaming between the Massachusetts transportation (e.g., transit provider, Regional Transit Authority, Transportation Management Association, mobility manager) and workforce development (e.g., regional Workforce Investment Board, One-Stop Career Center) arenas. This opportunity is open to Massachusetts applicants at the local level.

Section 1: INTRODUCTION AND BACKGROUND

The Community Transportation Association of America is a national nonprofit organization that is helping to make accessible and affordable transportation a reality in rural, suburban and urban communities throughout the nation. The Association continues to build a nationwide network of public and private transportation providers, local workforce development and human service agencies, state and federal officials, transit associations, and others working together to improve transportation access across the United States.

1. About the Opportunity

Through its Joblinks Employment Transportation Center, the Community Transportation Association is soliciting proposals from local teams from Massachusetts for a short-term demonstration project to pilot activities that will help customers of One-Stop Career Centers better manage their mobility to training, job search and job access.

The purpose of the project is to

- Enable focused conversations among community partners related to employment-related mobility,
- Build regular communications between workforce development centers and transportation professionals,
- Develop and pilot one or more activities that will address an aspect of identifying, alleviating, or proactively addressing job-seeker mobility challenges, and

- Explore how to continue successful activities beyond the grant period, between Massachusetts workforce development organizations and/or mobility-related agencies, as appropriate.

Applicant and partners will propose a program or activity to pilot that will further their respective mission and goal. (At the end of this RFP, see the following attachment: *Examples of Mobility Facilitation Activities* for possible project activities a community might develop.)

This pilot program is made possible with funding from the U.S. Department of Labor, Employment and Training Administration.

2. Quick Facts about the Opportunity

- **Availability of funds:** The Association will fund one local project up to a maximum of \$15,000. A local match is optional, but not required.
- **Eligible uses of funds:** These grant funds can be used for the following projects: planning, training and/or outreach activities. These grant funds are not to be used for capital purchases or the operation of transportation services.
- **Duration of the grant:** Scheduled to begin June 1, 2012 and conclude by Aug. 31, 2012.
- **Application Due Date:** Friday, May 25, 2012, 6:00 p.m. Eastern Time
- **Award Notifications:** Will be made on Tuesday, May 29, 2012
- **Questions or Clarifications:** Carolyn Jeskey, (202) 415-9659, jeskey@ctaa.org
- **Support:** The CTAA Joblinks team will provide technical assistance during the grant.

3. Project Teams and Eligible Applicants

- **Eligible applicant:** The primary applicant may be a local/regional Massachusetts government agency or private nonprofit organization.
- **Core partners:** At a minimum, one core partner must come from the Massachusetts transportation network (such as a [Regional Transit Authority](#), [Transportation Management Association](#), transportation provider, or other mobility specialist). A second core partner must come from the Massachusetts Department of Labor and Workforce Development network (such as a [One-Stop Career Center](#) or regional [Workforce Investment Board](#)). Letters of commitment from the two core partners will be required.

- Other team members/partners for this project might come from:
 - [YouthWorks](#),
 - [Work Without Limits](#) (WWL) and WWL [Regional Employment Collaboratives](#),
 - [Community Colleges](#),
 - [Department of Transitional Assistance](#),
 - [SNAP Outreach Centers](#),
 - [Massachusetts Rehabilitation Commission](#),
 - [Bicycle and Pedestrian Coordinators](#),
 - [Community Action Agencies](#),
 - Other networks

Section 2: PROPOSAL INSTRUCTIONS

Applicants who wish to have their proposal be considered must follow the exact outline below and respond to all provisions herein.

Applications shall have a maximum length of up to five (5) pages of single spaced text, excluding cover, summary sheet, and letters of commitment. Applicants must respond to all of the following items in the sequence given in order to be considered responsive. Brevity and conciseness is preferable.

A. Summary Sheet(s) - One page that provides the following:

- 1. Title:** Project Title
- 2. Proposing organization:** The official legal name, address, and telephone number of the organization that is submitting the application and would be contracting with the Community Transportation Association of America. Also provide a copy of the organization's charter, incorporating document, and federal tax I.D. number.
- 3. Person submitting the application:** Name of the person legally authorized to submit the application, answer questions about the application, and negotiate for and contractually bind the organization. Include address and phone if different from that in A2 above.
- 4. Partners:** Identification of core and other partners and the type of organizations they represent
- 5. Date of the application**
- 6. Location and population** of the project's focus area including:

- a. A brief description of the area of service covered (e.g., localities, counties, region)
- b. Whether the service area is an entire local workforce investment area, part of a workforce investment area, etc.

7. Total Community Transportation Association project funds requested

8. Total local funds or other contributions to this project (A contribution of local funds is optional, not required.)

9. Total projected cost of the project

B. Transmittal Letter - A one-page letter which officially submits the application on behalf of the submitting organization and which is signed by an official or officer who is legally authorized to answer questions about the application, negotiate for and contractually bind the organization. The letter must state that the application is valid as submitted for a period of up to 180 days from the submittal due date.

C. Project Plan - The plan should include the following sections and elements as described:

1. Demonstration of need for demonstration grant funds

- a. The local issues related to employment and transportation
- b. A description of the target population to be served by the project
- c. The total number of target population that may be served during the demonstration

2. A description of the applicant's overall concept for a project, rationale as to why the project is being proposed, and the specific measurable objectives that the project is designed to achieve

3. A description of the actions already undertaken within your local service area to address the transportation-related needs of job seekers and other customers of the local Massachusetts Workforce Development delivery system

4. Project Description and Tasks - A detailed plan and description of the proposed project. The plan shall be in sufficient detail to fully describe specific tasks or activities to be undertaken, how they will be implemented, and the scope of service or operation to be provided throughout the project period.

Note: Proposers are being asked to design, pilot, and/or evaluate a program or activity. The approach the proposer and partners take will depend on their programs and activities to date, and their goals. Upon successful completion of the project,

the Association hopes to scale up/promote these kinds of mobility activities to the broader workforce development network.

This section should give the reader a complete understanding of the scope and nature of the proposed project in concise and clear terms. Applications selected will be expected to execute and maintain the project as described in this section.

D. Organization and Staffing Plan

This section should briefly describe the applicant's organizational and staffing plan for the project. This section should assure application reviewers that key staff will have adequate time to support the project and assure its success.

The plan narrative should also describe how work and responsibility assignments will be structured and managed including: the name and title of the person who will have overall day-to-day responsibility for the project and for coordination and contact with the Community Transportation Association of America.

If more than one organization or legal entity is to have any responsibility for the project, the contracting/subcontracting arrangements must be explained to assure a single point of ultimate contractual responsibility with the Community Transportation Association of America. Also, a letter of commitment must be included by any other entity proposed to be included as a joint venture or subcontract member of the application.

- E. Schedule** – Specify the time schedule proposed for the project. Show the sequence of tasks or activities required to be completed with their estimated start and end dates. The total number of months from the start to the end of the project should be specified.

- F. Detailed Budget** - An overall project budget should be provided which gives, at a minimum, the breakdown of proposed expenses (see sample on page 6).

Each budget item proposed must be described in an accompanying budget narrative. All applicants must use the format in the chart below recognizing that some items may not apply depending on the demonstration plan. Simply enter a zero in items that will not be used.

All contracts entered into as a result of this solicitation will be required to comply with all standard federal accounting requirements.

- G. Benchmarking the Expected Impact/Results of the Plan Implementation** - Applications should describe *as specifically as possible* the expected impacts and results of the

planning project. Applicants should give a clear and concise explanation of what they want to achieve and how they will measure that achievement.

- H. Letters of Commitment** - Attach copies of any letters from other organizations, agencies, or officials that confirm that they will commit to specific types of support for the project and what that specific commitment includes. Reminder: Letters are required from the two core partners (see page 2 above).

Sample Budget Chart

Item	Grant Funds	Local Funds *	Total Project Funds
1. Direct labor salaries or wages			
2. Fringe benefits			
3. Contracted/Consultant Expenses			
4. Non-labor overhead/indirect expenses			
5. Materials and supplies			
6. Meetings			
7. Software			
8. Printing/Copying			
9. Postage			
10. Telephone			
11. Miscellaneous (specify)			
12. TOTAL DEMONSTRATION BUDGET			

* While matching funds are not required, please explain and specify all local funding sources that will be used to support this planning project and whether or not any portion will be in-kind rather than cash.

Section 3: APPLICATION EVALUATION CRITERIA

The following criteria will be used to aid the review committee in evaluating all applications and in making the ultimate grant awards. Applicants should be aware of the evaluation criteria in preparing the "Project Plan" described in **Section 2: Proposal Instructions**. Certain criteria are given more weight than others and the assignments are noted as either (critical), (major) or (average).

Critical factors are considered the ones most important to assuring a successful project and if insufficient or lacking could seriously jeopardize the likelihood of success. Major factors are considered to have significantly "above average" importance and likely impacts on the project's success potential but are not critical. All other factors are considered Average in importance. Weights: Critical factors will be weighted 3 times more than Average factors. Major factors will be weighted 2 times more than Average factors.

Determination of Need

Level of need - To what degree does the proposed service area and target population(s) have a need for transportation assistance? (critical)

Success Potentials and Soundness

Strength of proposal - Does the approach or method proposed adequately respond to the identified transportation needs? Do the tasks outlined sufficiently support the stated objectives of the proposal? (critical)

Reasonableness of the budget - Is the budget proposed, both in its detail and in its total amount, reasonable? (average)

Schedule adequacy - Is the schedule proposed suitable for the overall Joblinks program and reasonable for the specific plan of the applicant? (average)

Support for the Project

Coordination - To what extent and degree is this project to be operated in coordination with transportation agencies, mobility management activities or other community programs within its demonstration area? (major)

Demonstrated local/community commitment - Are letters of support included? (critical)

Section 4: CONDITIONS

The following conditions will be required of each selected project. During contract negotiation the Community Transportation Association of America reserves the right to require additional conditions as a part of the contract.

- A. Deliverable** – At the conclusion of the project grantees will be required to submit a final report describing the goals of the project, how the goals were accomplished, whether the benchmarks described above were met, and lessons learned.
- B. Reporting Requirements** - Projects will be required to join monthly progress calls during the three-month periods, as well as submit a final report in a format to be provided by the Community Transportation Association of America which will also include a financial status report subsection. Monthly progress calls will include information on how the proposal goals are being met, the milestones accomplished, challenges that have arisen, key findings, among other discussion items.
- C. Subcontracting** - Subcontracting of any portion or all of the contract is not allowed without prior approval by the Community Transportation Association of America unless any specific subcontracting was included in the original application and accepted as a part of the project plan.
- D. Payments** - The Community Transportation Association of America will negotiate a specific plan of payments for each project. Invoices will need to document expenses in conformance with the project budget.

Section 5: INSTRUCTIONS

Application Due Date: Fri., May 25, 2012, 6:00 p.m. Eastern Time

Submit proposal electronically to: jeskey@ctaa.org

Questions or Clarifications: Carolyn Jeskey, (202) 415-9659, jeskey@ctaa.org

Award Notifications: Awards will be made by Tues, May 29, 2012.

Attachment

Examples of Mobility Facilitation Activities (Supplements the RFP by the Community Transportation Association)

Below is the list of activities that could facilitate job-related mobility of job seekers and other customers of the Massachusetts workforce development network.

Note: These activities are listed as illustrative purposes only and are not meant to be exhaustive or restrictive. The Community Transportation Association encourages teams to carefully consider their needs and goals, and to develop projects accordingly.

Categories of Activities

1. Job Seeker Assessment Process (Goal: gain awareness of individual mobility needs)

- Transportation questions added to virtual or in-person assessment process. If so, how many questions, and what questions will be most appropriate to ask?
- Referral to an in-house or community-based transportation/mobility specialist. If so, at what point in the customer assessment process will referral happen? Formal or informal arrangements needed? What will the assistance by the transportation/mobility specialist entail?
- Any follow-up process to learn if job seeker challenges met.
- Provide trip planning services for job seekers.
- Development of a training program that will teach employment and training staff how to provide this mobility assessment on an on-going regular basis.
- Formal or informal arrangements needed?

2. Accessing available transportation solutions (Goal: provide information and assistance to job seekers)

- How will staff, job seekers and/or businesses affiliated with the Career Center network learn about available transportation options? Ways to pay for those options? Online, assembled guide, staff in-services, job seeker orientations, etc.?
- Development of staff and/or job seeker mobility training activities? By whom? How often?
- Development of staff and/or job seekers awareness-raising activities? How often?
- Formal or informal arrangements needed?

3. Documentation of met and unmet needs (Goal: assess aggregated needs of Career Center customers for targeted employment transportation solutions)

- Create a form to document met needs? If so, online or paper?
- Create a form to document unmet needs? If so, online or paper?

- What planning processes will the data inform? Community transportation planning, workforce planning, and training planning? If so, which data to collect and share? How often?
- Formal or informal arrangements needed?

4. Development of solutions to common transportation challenges (Goal: grow transportation options)

- Create or join car or vanpooling network?
- Create means for bulk purchase of bus passes or smart cards, etc.?
- Formal or informal arrangements needed?

5. Development of cost-sharing arrangements (Goal: leverage resources of partners for common activities and solutions)

- Develop a plan to share the costs of hiring a mobility manager/ coordinator/navigator at the local transportation agency, in a DOL-funded employment and training agency, or other fitting location?
- Develop a plan to share the costs to subsidize transportation for eligible job seekers, trainees and employees.